

A project of the Maryland Alcohol & Drug Abuse Administration, Montgomery County Health and Human Services and Family Support Center



COMMERCIAL CHALLENGE for Local High School Students

Drawing the Line on Underage Alcohol Use is a multi-agency, public/private, comprehensive, countywide program that focuses on promoting the community consensus that underage drinking is illegal, unhealthy, and unacceptable.

General Information:

THE CHALLENGE: to create a 30 second commercial and to write an article.

School affiliated clubs or organizations from any public or private high school in <u>Montgomery County</u> may submit one entry. First, Second, and Third Place winners will receive a cash prize and a trophy for their designated school group. Comcast, Channel 8, Channel 12 & MCPS Instructional TV may air the winning commercial on television (director's discretion) The accompanying, supportive article may be published in local newspapers.

Contestants must choose from three topics:

- ▶ Alcohol Free is the Way to Be! Favorite Teen Activities
- ▶ Alcohol & the Negative Impact It Has On Your Mind and Body
- ► Alcohol & Risky Behavior (Alcohol poisoning, Binge drinking, Vandalism, Fighting, Sexual Misbehavior, etc.)

Details:

- ▶ The commercial must be 30 seconds and submitted on a standard VHS tape.
- References should be provided for any statistics quoted in the commercial or article.
- ▶ The 300-500 word supportive article should be single-sided, double-spaced, 12-font, with normal margins.
- ▶ A cover-sheet which includes a **detailed** list: the students' names and sponsor(s) names, contact information, the club or organization name, school address, the group Federal Identification Number, and the plans for the money <u>must accompany</u> the entry. Omission will result in the project being returned.



- ▶ ALL ENTRIES MUST BE THE ORIGINAL WORK OF THE STUDENTS.
- ▶ VERIFICATION THAT THE CLUB OR ORGANIZATION IS AFFILIATED WITH THE SCHOOL MUST ACCOMPANY THE ENTRY a letter from a school administrator.
- ▶ AWARD MONIES WILL BE ISSUED TO THE SCHOOL IN CARE OF SPONSORING GROUP/CONTACT NAME. ** BE SURE TO INCLUDE THE SCHOOL/GROUP FEDERAL IDENTIFICATION NUMBER. ** Omission will result in the project being returned.
- ▶ PLEASE BE APPROPRIATE: The commercial and article must reflect appropriate language, dress, and behavior.
- ▶ PLEASE MAKE SURE THE COMMERCIAL IS ON A STANDARD VHS TAPE or DVD DISC (preferred). Please include a SLATE: Group name, length of PSA, school, and student producer (s) BEFORE the start of the 30 second commercial. Commercials not on a standard VHS Tape or DVD disc will automatically be disqualified during the screening process.
- ▶ COPYRIGHTED MUSIC NOT ACCEPTED.
- ▶ DOCUMENTATION OF RESOURCES as well as THE 300-500 WORD, SUPPORTING ARTICLE MUST BE SINGLE-SIDED, DOUBLE-SPACED, 12-FONT, WITH NORMAL MARGINS. Papers that do not meet these criteria will automatically be disqualified during the screening process.
- ▶ Since Drawing the Line is unable to offer student service learning hours, the group sponsor must be responsible for documenting student service learning hours.

 Drawing the Line will issue verification of the completed project, upon request.
- **WINNERS** WILL RECEIVE A TROPHY FOR THEIR SCHOOL AND A CASH AWARD. First place: prize-winner will receive a check made out to their school for \$1000. Second place: prize-winner will receive \$500. Third place: prize-winner will receive \$250.
- ▶ EACH PARTICIPANT WILL RECEIVE A CERTIFICATE OF RECOGNITION OR PARTICIPATION
- ▶ Entries become the property of Drawing the Line and will not be returned. Drawing the Line has the right to edit and to use all entries for media purposes.

Entries must be received by <u>4 PM</u> on JANUARY 21, 2004. Deliver or Mail entries to:

Mid County Services Center

Substance Abuse Prevention Office

Attn: Meg Baker—DTL Coordinator

2424 Reedie Drive 2nd floor

Wheaton, MD 20902

Judging will take place on Wednesday, January 26.

Entries will be judged on the following criteria:

1) adherence to topic, 2) originality, 3) creativity, and 4) technical merit.

The contest winners and school Principal will be notified in early February. Drawing the Line will recognize the winners and all participants at an Awards Ceremony on Thursday, March 10, 2005. The trophies and cash awards will be distributed at the awards ceremony. Details and invitations will be mailed to the sponsor and students, and the Principal.

Thank you for your participation!



For additional information or any questions, Contact Meg Baker, Drawing The Line Coordinator, at meg.baker@montgomerycountymd.gov or The Substance Abuse Office at (240) 777-1123or (240) 777-1311 or www.mcdlc.com and click onto community outreach